



COUNCIL AGENDA: 03-30-04
ITEM: 4.7

4-8-04
4.9(b)

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember
Terry O. Gregory,
Councilmember Cindy Chavez

SUBJECT: SEE BELOW

DATE: 03-30-04

Approved

3/30/2004

SUBJECT: FRAMEWORK FOR EVALUATING PROPOSED CONVERSIONS OF
EMPLOYMENT LANDS TO OTHER USES - DRAFT (Attachment 1)

RECOMMENDATION

We recommend that the City Council approve the City Manager's proposed framework for evaluating proposed conversions of employment lands with the following additions:

- A City Council directs staff to add the following language to Framework Element #1:
Subareas to Promote or facilitate conversion to housing retail, mixed-use or other household serving industries:

Northern Portion of Central San Jose 1 Subarea: Consider conversion to housing consistent with the existing neighborhood, the BART Station Node, and the City of Santa Clara's conversion to housing within the portion of this subarea west of the railroad tracks and north of I-880.

- B City Council directs staff to add the following language to Framework Element #3
Subareas to Preserve for Driving and Business Support Industries

Potential conversions in these subareas should be considered and limited to only those properties located within or adjacent to the above mentioned subareas.

These potential conversions should only be considered for approval in subareas such as Monterey 2 & 4 where conversions of industrial lands may help buffer and provide uniformity and/or a transition to existing neighborhoods within or adjacent to these subareas would further the City's smart growth policies and aid in revitalizing declining neighborhoods within or adjacent to these subareas.

- C. City Council directs staff to add the additional criteria to Framework Element #4: Criteria for the evaluation of proposed conversions to housing, mixed use, retail, and/or other Household-Serving Industries.

Areas already in transition to residential: Zones that have already experienced significant introductions of housing and/or retail.

- **Promote Smart Growth:** Opportunities exist to provide residential use near jobs and commercial lands promoting pedestrian access and minimizing vehicle trips. Recognize that certain areas can effectively utilize commercial land uses as important transitions, thereby protecting existing industrial lands from potential conversions.

Promoting homeownership opportunities and neighborhood investment: Would a conversion help revitalization of existing older neighborhoods while enhancing city services (i.e. adding/improving neighborhood parks)?

Residential and commercial mixed-use drivers: Recognize that additional residential use is necessary to promote and support neighborhood and general commercial uses. Increased residential uses are necessary to create, support and/ or revitalize commercial centers.

Areas showing history of decline or blight: Do these areas exhibit a decline in both residential and industrial land-uses as evident in property upkeep and/or vacancies?

- D. City Council directs staff to provide a full report and evaluation on the impacts and results that the "Framework for Evaluating Proposed Conversions of Employment Lands" has had on properties citywide. The report should be presented to the City Council during the General Plan Amendment Hearings in June, 2005.

BACKGROUND

Staff's recommendations and supporting reports deal with policy issues on a comprehensive and macro level. Further refinement within these areas, especially edge conditions bordering existing residential neighborhoods are needed to better understand block-by-block land-use trends and impacts.

Flexibility in dealing with these conditions and the ability to utilize conversions as a tool to promote, revitalize and expand existing neighborhoods can further reduce the potential for incompatible land uses while promoting the type of investment that prevents further decline of older residential or industrial areas.

Often these areas experience a decline in the quality of both the residential and industrial lands. Where industrial areas have impacted the quality of neighborhoods is made evident by the increased number of rentals of single-family homes or diminished pride of ownership leading to blight and crime. Other indicators include industrial lands that have high vacancy rates or contain uses not desirable. This type of deterioration places increased burdens on city services such as police and code enforcement, which is not taken into consideration in the current studies.

Not all areas are, or will be in, Redevelopment Areas or SNI Neighborhoods. The ability to create specific plans for every square foot of property in sub-areas is neither always feasible nor timely when trying to affect positive change for area residents.

We need to preserve the ability to harness private investment and capital in certain areas in order to promote revitalization efforts that can reverse the decline of residential and older industrial areas and to enhance the quality of life in and around our existing neighborhoods.